Brand Trend
Nielsen Integrated - Monthly
Database as of OCT 1995

Tot C-Stores

	Tot Industry Avg Weekly Volume Ind Volume	Prem Volume	Disc Volume	Ind Volume	Tot Premium Avg Pk Price Prem Pk Price
Jan-92	3426254	2617885.75	808309.5	996531.75	2.02
Feb-92	3441766	2611934.75	829752	998312.25	2.04
Mar-92	3561811	2675594.2	886127	1002053	2.03
Apr-92	3572247	2663307.25	908769.25	1020107.25	2.04
May-92	3726892	2756118.5	970635.5	1050109.5	2.09
Jun-92	3719379	2696319.8	1022939	1040169.2	2.10
Jul-92	3836645	2739598	1096947	1068619.75	2.10
Aug-92	3819315	2681547.25	1137686	1051120.5	2.11
Sep-92	3823684	2598812.4	1224602.4	1021585.6	2.14
Oct-92	3836995	2576702.5	1260170	1005475	2.15
Nov-92	3663198	2390327	1272724.75	938751.75	2.17
Dec-92	3498344	2250273.6	1247859.4	899237.8	2.22
Jan-93	3522384.75	2216013.75	1306134.25	905548.75	2.20
Feb-93	3540490.75	2175171.75	1364932	885710	2.23
Mar-93	3492820.80	2104409.8	1387995	853096.6	2.23
Apr-93	3692178.25	2241213.75	1449829.5	919592	2.24
May-93	3794004.75	2303533.25	1489704.5	975955.75	2.22
Jun-93	3852334.60	2427526.2	1424678.2	1101686.4	2.09
Jul-93	4081601.25	2611542.25	1469980	1210449.75	2.06
Aug-93	4046375.50	2602242.25	1444125	1183147.75	2.06
Sep-93	3945152.00	2608162.6	1336943.6	1153544.4	1.88
Oct-93	3879513.50	2588065.75	1291364	1146606.5	1.86
Nov-93	3750933.50	2489332.75	1261564.5	1129249.75	1.87
Dec-93	3623238.00	2416990.6	1206242.2	1103522.6	1.89
Jan-94	3735992.25	2487187.25	1248804	1114243.75	1.90
Feb-94	3827427.00	2547404.25	1280021.5	1159915.5	1.90
Mar-94	3944483.40	2631706.2	1312777.2	1200283.8	1.90
Apr-94	4098857.25	2742625.5	1356230.25	1264232.75	1.90
May-94	4162270.00	2808130.75	1354138.5	1310771.75	1.91
Jun-94	4241711.80	2875031.2	1366673.8	1356739.8	1.91
Jul-94	4303718.50	2931347.25	1372362.5	1373283.25	1.90
Aug-94	4263256.50	2902004.75	1361242.25	1369959.5	1.90
Sep-94	4246030.60	2909810	1336220.6	1370247.2	1.90
Oct-94	4239491.75	2890959.75	1348532	1348139.75	1.90
Nov-94	4179908.75	2855649.5	1324259.25	1322512.5	1.90
Dec-94	4101229.40	2820119	1281110.4	1332579.2	1.89

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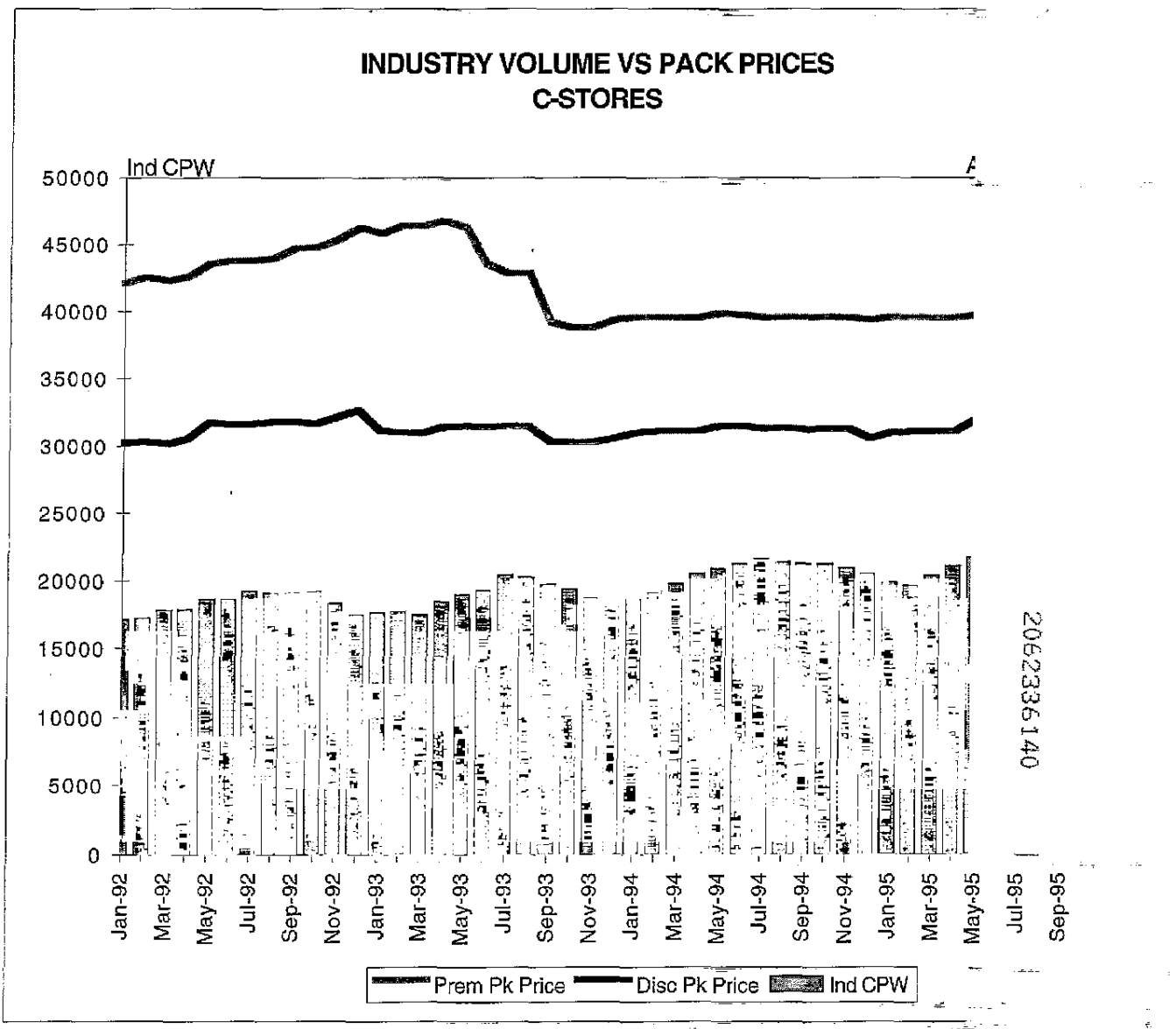
Jan-95	3972520.50	2748869	1223651.5	1311679.75	1.90
Feb-95	3929742.75	2729091	1200651.75	1295972.5	1.90
Mar-95	4068829.60	2841761.8	1227067.8	1358956	1.90
Apr-95	4206541.00	2952917.5	1253623.5	1410572	1.90
May-95	4327570.00	3035933.25	1291636.75	1430409.25	1.91
Jun-95	4427203.20	3112102.6	1315100.4	1386212.8	1.93
Jul-95	4482810.50	3192338	1290472.5	1493437.5	1.93
Aug-95	4439550.75	3163849.75	1275701	1472121.25	1.94
Sep-95	4394458.60	3128938.2	1265520.4	1454458.2	1.94
Oct-95	4326907.75	3103806.75	1223101.25	1451069.25	1.94



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Tot Discount Category Avg Pk Price Disc Pk Price	Ind CPW	Prem CPW	Disc CPW			
1.45	17131.2675	13089.4288	4041.5475		114235	0.1499647
1.46	17208.83	13059.6738	4148.76		114480	0.15032193
1.45	17809.057	13377.971	4430.635		114778	0.15516134
1.46	17861.2363	13316.5363	4543.84625		114777	0.15561709
1.52	18634.4575	13780.5925	4853.1775		114857	0.16224074
1.52	18596.894	13481.599	5114.695		114893	0.16186319
1.52	19183.2238	13697.99	5484.735		114757	0.16716411
1.53	19096.5763	13407.7363	5688.43		114684	0.16651546
1.52	19118.419	12994.062	6123.012		114489	0.16698913
1.52	19184.9738	12883.5125	6300.85		114313	0.1678287
1.54	18315.9888	11951.635	6363.62375		114137	0.16047372
1.57	17491.719	11251.368	6239.297		113883	0.15359377
1.49	17611.9238	11080.0688	6530.67125		113679	0.15492657
1.49	17702.4538	10875.8588	6824.66		113518	0.1559438
1.48	17464.104	10522.049	6939.975		113314	0.15412201
1.51	18460.8913	11206.0688	7249.1475		113366	0.1628428
1.51	18970.0238	11517.6663	7448.5225		113195	0.16758736
1.51	19261.673	12137.631	7123.391		113246	0.17008675
1.51	20408.0063	13057.7113	7349.9		113306	0.18011355
1.51	20231.8775	13011.2113	7220.625		113480	0.17828611
1.46	19725.76	13040.813	6684.718		113729	0.1734458
1.45	19397.5675	12940.3288	6456.82		113954	0.17022229
1.45	18754.6675	12446.6638	6307.8225		114231	0.16418218
1.47	18116.19	12084.953	6031.211		114485	0.15824073
1.49	18679.9613	12435.9363	6244.02		114679	0.16288959
1.49	19137.135	12737.0213	6400.1075		114720	0.16681579
1.49	19722.417	13158.531	6563.886		114644	0.17203183
1.49	20494.2863	13713.1275	6781.15125		114476	0.17902666
1.51	20811.35	14040.6538	6770.6925		114408	0.18190441
1.51	21208.559	14375.156	6833.369		114231	0.18566459
1.50	21518.5925	14656.7363	6861.8125	2062336141	114428	0.18805301
1.50	21316.2825	14510.0238	6806.21125		114646	0.18593078
1.50	21230.153	14549.05	6681.103		114963	0.18466917
1.50	21197.4588	14454.7988	6742.66		115274	0.18388813
1.50	20899.5438	14278.2475	6621.29625		115584	0.18081693
1.47	20506.147	14100.595	6405.552		115938	0.17687166

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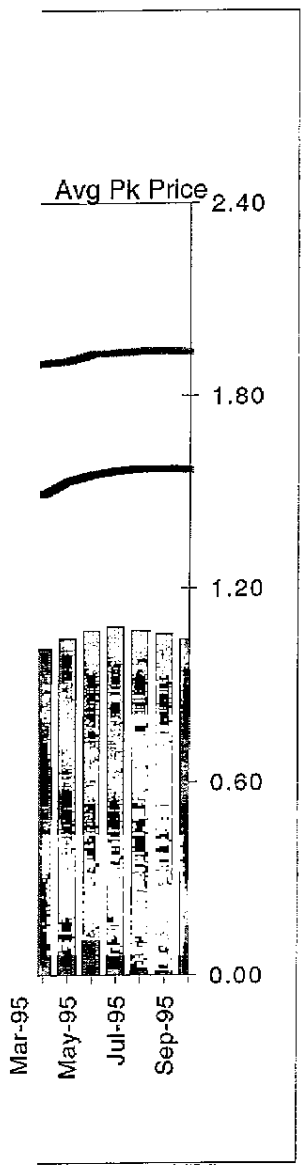
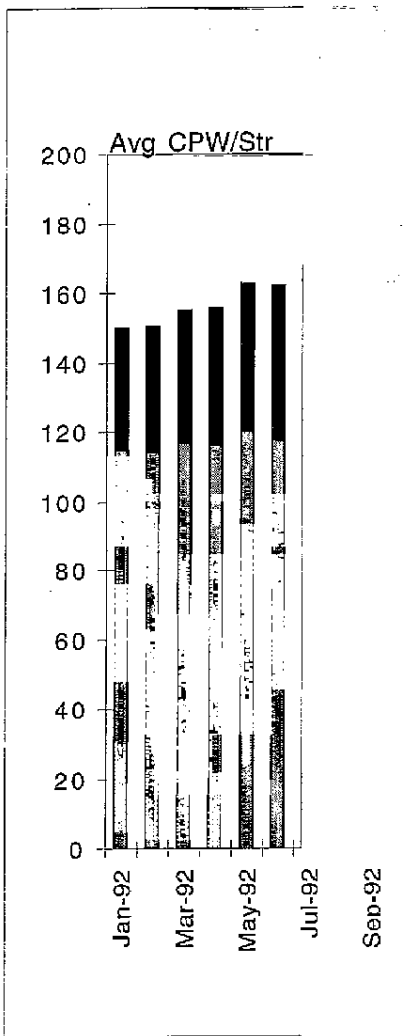
1.49	19862.6025	13744.345	6118.2575	116024	0.17119367
1.49	19648.7138	13645.455	6003.25875	116092	0.16925196
1.49	20344.148	14208.809	6135.339	116235	0.17502676
1.49	21032.705	14764.5875	6268.1175	116359	0.18075701
1.53	21637.85	15179.6663	6458.18375	116485	0.185756
1.55	22136.016	15560.513	6575.502	116572	0.18989218
1.56	22414.0525	15961.69	6452.3625	116719	0.19203486
1.57	22197.7538	15819.2488	6378.505	116840	0.18998447
1.57	21972.293	15644.691	6327.602	116950	0.18787713
1.57	21634.5388	15519.0338	6115.50625	117190	0.18461027





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		Average Industry CPW Per Store	Average Premium CPW Avg Prem CPW	Average Discount CPW Avg Disc CPW Per Store
0.11458301	0.03537914	149.9647	114.583014	35.3791369
0.11407838	0.03624009	150.321934	114.078378	36.2400947
0.11655552	0.03860189	155.161344	116.555523	38.6018912
0.11602112	0.03958853	155.617085	116.021116	39.5885312
0.11998061	0.04225415	162.240739	119.980606	42.2541468
0.11734081	0.04451716	161.863194	117.340814	44.517158
0.11936535	0.04779441	167.164109	119.365354	47.7944088
0.11691077	0.04960112	166.515464	116.91077	49.6011196
0.11349616	0.05348123	166.989134	113.496161	53.4812253
0.11270399	0.05511936	167.828696	112.703991	55.1193581
0.10471306	0.05575426	160.473718	104.713064	55.754258
0.09879761	0.0547869	153.593767	98.7976081	54.7869041
0.09746789	0.05744827	154.926573	97.4678921	57.4482682
0.09580721	0.06011954	155.943795	95.8072093	60.1195403
0.09285786	0.06124579	154.122007	92.8578589	61.2457915
0.09884829	0.06394445	162.842801	98.8482949	63.9444471
0.10175081	0.06580267	167.587364	101.750812	65.8026721
0.10717918	0.06290183	170.086755	107.179178	62.9018289
0.11524255	0.06486751	180.113553	115.242554	64.8675126
0.11465659	0.06362915	178.286105	114.656595	63.629147
0.11466602	0.05877778	173.445804	114.666015	58.7777752
0.11355714	0.05666147	170.222289	113.557145	56.6614697
0.10896063	0.05521996	164.182182	108.960632	55.219964
0.10555927	0.05268123	158.24073	105.55927	52.6812333
0.10844158	0.05444796	162.889592	108.441584	54.4479647
0.11102687	0.05578886	166.815788	111.026872	55.7888616
0.11477732	0.05725451	172.031829	114.777319	57.2545096
0.11979024	0.05923636	179.026664	119.79024	59.2363585
0.12272423	0.05918015	181.90441	122.724226	59.1801503
0.12584341	0.05982088	185.66459	125.843413	59.8208797
0.1280866	0.05996603	188.05301	128.086601	59.9660268
0.12656335	0.05936702	185.930783	126.563348	59.3670208
0.12655401	0.05811516	184.669174	126.554012	58.1151615
0.1253955	0.05849263	183.888128	125.395497	58.4926306
0.12353135	0.05728558	180.816928	123.531349	57.285578
0.12162186	0.05524981	176.871664	121.621858	55.2498059

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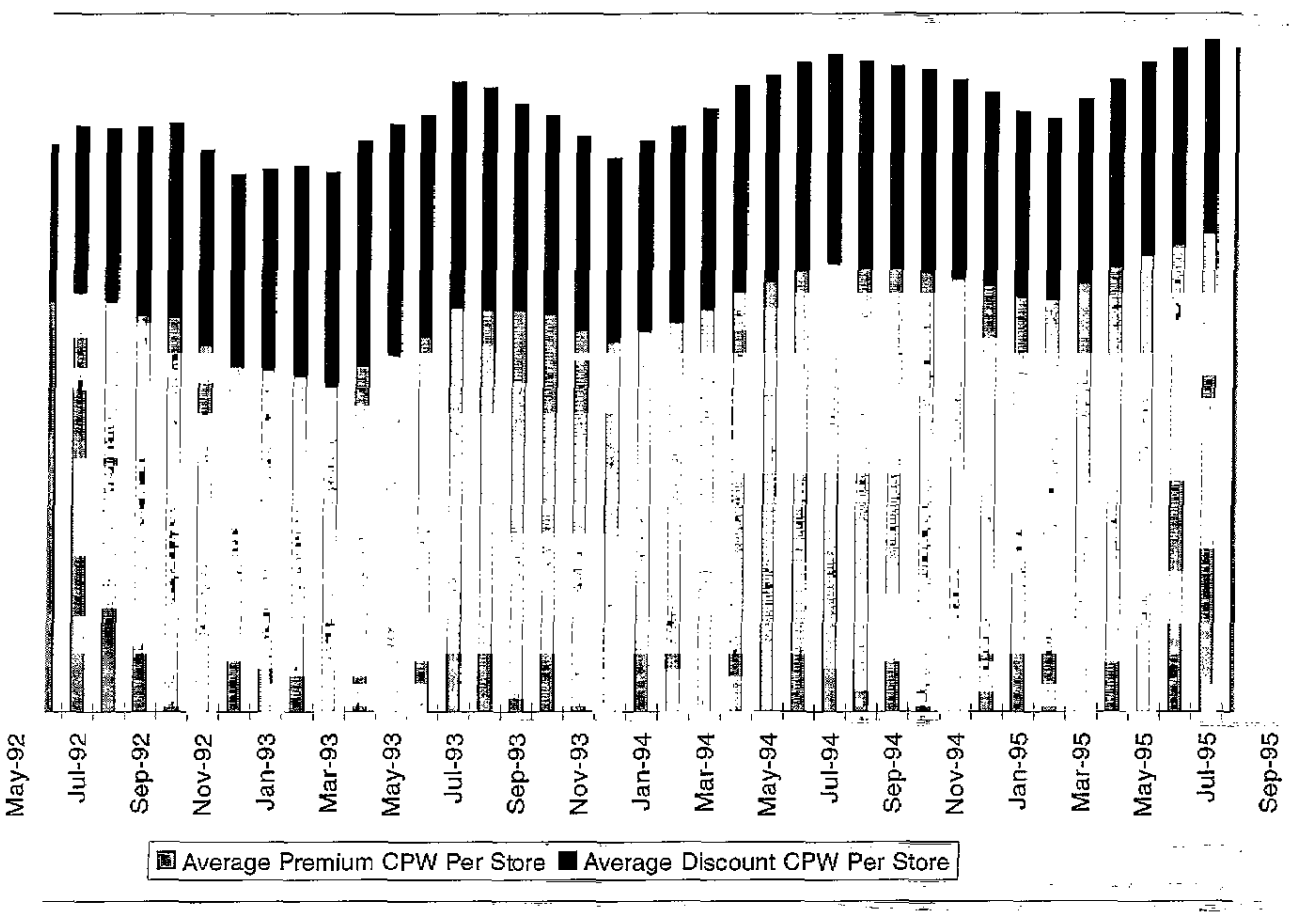
0.11846105	0.05273261	171.193667	118.461053	52.7326132
0.11754052	0.05171144	169.251959	117.540518	51.711441
0.12224261	0.05278415	175.026761	122.242613	52.7841476
0.12688823	0.05386878	180.757011	126.88823	53.8687811
0.13031397	0.05544203	185.756004	130.31397	55.4420335
0.13348471	0.05640746	189.892178	133.484711	56.4074581
0.13675353	0.05528132	192.034857	136.753533	55.2813246
0.1353926	0.05459187	189.984469	135.392599	54.5918701
0.13377209	0.05410504	187.87713	133.772094	54.105036
0.13242589	0.05218439	184.610267	132.425886	52.1843916

AVERAGE CARTONS PER WEEK PER C-STORE



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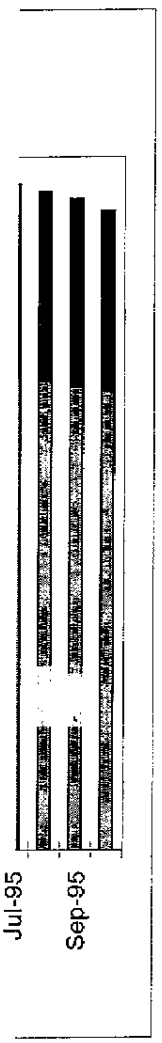

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